

J S Briggs 31aug01
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI. NEW YORK, SEPTEMBER 23, 1896. No. 13.



Always ahead is our position in the

Street Car Advertising

business. With a list of cities impossible to equal, twenty years' experience, the largest list of advertisers who are known to be successful, a system unapproachable, we think our motto as above fits the situation.

GEO. KISSAM & CO.

253 Broadway, New York.



NOT SO BLIND.

AS HE WAS.

Now uses the Local Weekly.

An advertiser using Daily Papers alone expecting to reach through them the country people is practically blindfolded. He is floundering about in the dark.

He can get in touch with the people living in and close to cities through Dailies, but the local country weekly is the only means for thoroughly and systematically getting at the country people. That medium interests them and loosens the purse strings as nothing else will.

ATLANTIC COAST LISTS.

1,600 Local Publications.
62 per cent only papers in their towns.
Reach one-sixth of all country readers of U. S.
One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVI.

NEW YORK, SEPTEMBER 23, 1896.

No. 13.

ADVERTISING HUMPHREYS' SPECIFICS.

MR. H. B. HARDING TALKS INTERESTINGLY OF HIS METHODS IN KEEPING THEM BEFORE THE PUBLIC.

Humphreys' Homeopathic Medicine Co., of New York City, is one of the largest homeopathic medicine houses in the world. It is an incorporated concern, with a capital of \$500,000, and has its branches at Montreal, Paris and Buenos Ayres. From the latter place the trade south of the equator is directed, and medicines distributed for a thousand miles up the Amazon, through Paraguay, Uruguay, Peru and Chili.

This company is one of the largest advertisers in its line, and it has been advertising continuously since 1854, when Dr. Frederick Humphreys placed what he called his "Specific Remedies" before the public. "Humphreys' Specifics" were the first homeopathic medicines, I believe, which received popular and wide favor. The advertising of these specifics has made homeopathic remedies popular, and they have since become a great feature in the medicine world and trade.

If you wish to see an enormous volume of business which has been built up by brains and fair dealing, backed up by legitimate advertising methods, you should visit the headquarters of

the Humphreys' Company at the corner of William and John streets, New York. Here you will find a large five-story building taken up entirely by the business from basement to the fifth floor.

When I called at the office the other day I asked to see Mr. H. B. Harding. He is one of the trustees of the company, and as manager it is an open secret that a large share of the prestige

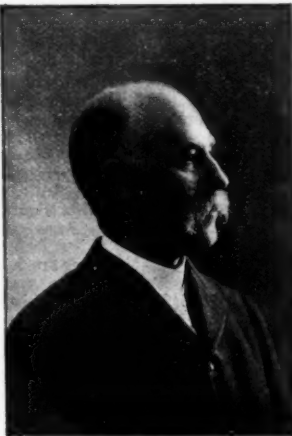
and popularity of "Humphreys' Specifics" is due to his business knowledge and advertising push and methods. After a few words of general conversation I asked him about his advertising, telling him that his experience and opinions could not fail to be of interest to the many readers of **PRINTERS' INK.**

"I don't know about that," replied Mr. Harding with a smile. "I suppose my experience does not differ much from that of most other large advertisers of medi-

cines. I always read with interest what they have to say in your paper."

"I take it that you read **PRINTERS' INK** quite regularly?"

"Yes; I have read every number for years. Sometimes I am very busy when the paper comes, but I lay it aside for a convenient time. I have often read **PRINTERS' INK** in bed on Sunday mornings, and have thus had many a good sermon from it on advertising."



H. B. HARDING.

"Then you think the paper is doing a good work among advertisers?"

"Without any question. There is no doubt in my mind that PRINTERS' INK has been a great medium for educating people up to the point of advertising. Such a paper will no doubt develop advertising—that is, start people to advertise who would not have done so."

After this candid expression of opinion by a leading advertiser, I inquired, "What features in the paper strike you most favorably?"

"As I have said, the interviews with the prominent advertisers I read with interest, especially when they are in my line. There is always something to be gained from their reports."

"What other features?"

"I often find the articles on the class papers worth reading, when they show the exact scope and character of the different mediums. In this way the advertiser is saved the trouble of going over the same ground."

"Do you have much occasion to use the class papers?"

"Not as much as some other medicine advertisers do, but when I strike a paying medium I stick to it, on the theory, 'hold fast to that which is good.' Some of the class papers have never been paying mediums for medicine advertisers."

"What papers have you found the best for medicine advertisers?"

"There are no better papers for medicine advertising than the dailies in the large cities."

"What about the country papers?"

"They are not as good for our business as the city papers. There is a current notion that people in the country buy more medicines than people in the city, but that is not so."

"Still, you use a great number of the country papers?"

"Yes; we use hundreds of papers from Maine to California. There is not a village or town in the United States in which Humphreys' Specifics cannot be found on sale at the drug stores. In most places the name has become a 'household word,' and that, of course, is the result of our extensive and continuous advertising."

"Do you use all the dailies in the large cities?"

"We have used almost all the city dailies at one time or another. We use only the daily newspapers in cities of 50,000 or over. We try not to

duplicate too much. I think it is often better to strike a new reader than to hit the same reader twice."

"You use most of the New York City dailies?"

"Yes."

"Then you duplicate?"

"That cannot be helped."

"How do you find the New York dailies for medicine advertising?"

"With few exceptions they are good paying mediums."

"Which one would you say is the best?"

"I would not care to make any positive statement on that point."

"There is some difference in the rates charged by the New York papers—is that difference based on the difference in circulation?"

"The paper claiming the largest circulation usually wants the highest rates."

"Then you pay for circulation?"

"Not always. We do not pay for a circulation that is an uncertain quantity."

"When do you pay for circulation?"

"When we are satisfied that the circulation figures are about correct."

"How do you get at it?"

"In many cases we are willing to take the statement of the publisher."

"In other cases?"

"We rely upon the newspaper directories."

"What about the ratings guaranteed by the American Newspaper Directory?"

"They are a great help to the advertiser in arriving at conclusions. When the Directory guarantees an actual average circulation we feel safe in paying for so much circulation."

"Then you are not willing to pay for a doubtful circulation?"

"No; we pay only for results. No matter what the circulation of a paper is claimed to be, we want returns in proportion to the amount of money expended."

"Is there any way of comparing results?"

"Yes."

"How?"

"By making a fair test of an advertisement in two papers at different times."

"When do you usually advertise in the city dailies?"

"On Sundays, and sometimes on Saturdays. They are the two best days in the week."

"What seasons of the year are the best for medicine advertising?"

"The fall and winter—say from December to April."

"Why is that?"

"I don't know, unless it is that people are more subject to the ills that flesh is heir to in winter than in summer. At any rate, it is the experience of every one in our business that more medicines are sold in the winter than at any other season of the year."

"You have a great many different medicines for different diseases—how do you manage the advertising of so many?"

"There are thirty-six Humphreys' Specifics. Sometimes we advertise them together, and sometimes we advertise them separately. For example, our specific 'No 77' is for colds, la grippe, catarrh, etc., and the time to advertise it is in bad weather during the early spring."

"Of course you adapt your advertising not only to the season of the year, but to different sections of the country?"

"Yes; it is one of the hardest things in the business to cover such a broad field. An advertisement that will be timely in the Eastern States may not be suitable for the people on the Pacific Coast. Our advertising in Canada must be different from that in the South, or in the South American States."

"What has been the result of your advertising efforts in Canada?"

"At first the Canadian papers did not bring us much returns. This has changed, and our business in Canada has increased rapidly within the last few years. We have a branch house in Montreal, which supplies the Dominion trade."

"What about the South American papers?"

"I do not think they are at present profitable for medicine advertisers. The people in South American countries are not readers of newspapers. We use papers in Brazil and elsewhere, but simply to keep our name and medicines before the public. Although our South American trade is very large, we do most of the business through dealers and agents, who handle our goods and distribute our advertising matter."

"Who prepares your advertising?"

"I prepare all the advertisements that go into the newspapers."

"Is there any special feature about your advertising?"

"I never used the same ad twice."

"Any other feature?"

"I think I am the only one who uses numbers. Our trade-mark consists of numbers, and all our specifics go by numbers."

"Do you believe in display and in preferred position?"

"I don't care much for display medicine advertising, unless it is done well. A poor display may do more harm than good."

"Then you must believe in position."

"I do, and I think it is one of the most important items in placing an advertisement. I usually get almost any position I want, even from the big New York dailies. Of course, they except the first and editorial pages. But I get top of the column, and bottom of the column next to pure reading matter. There is only one daily that is arbitrary in this respect."

"What paper is that?"

"The New York *Herald*. It asks the highest prices, puts your ad in its outline type, and does not guarantee. The result is that I do not use the *Herald* any more than I can help."

"How much do you spend in a year in newspaper advertising?"

"The amount runs into six figures, or at the rate of \$12,500 a month."

"I suppose the annual expenditure has been growing larger all the time?"

"Yes; the company has been adding \$25,000 each year to its advertising appropriation."

"You must spend a large sum for printing circulars and books?"

"The company has a complete printing establishment, and keeps eight presses running on its own work alone. And yet, last year, we paid \$60,000 for outside printing."

"How many books and circulars are distributed yearly?"

"In round numbers, 6,000,000. For example, there are 300,000 names in the New York City Directory. We sent out our 'Manual' at the rate of 1,000 per day to the city people, so that you see it takes about a year to go through the entire list. All our books, circulars and pamphlets are printed in four languages—English, French, German and Portuguese."

L. J. VANCE.

Too much brevity in advertising is worse than too little.

ADVERTISEMENTS.

V. B. PALMER'S
COUNTRY NEWSPAPER
ADVERTISING AGENCY,
 Tribune Buildings, Opposite City Hall,
NEW YORK,

Embraces most of the best Newspapers of all the cities and principal towns in the United States and Canada, for which he is THE DULY AUTHORIZED AGENT, to receive Advertisements and Subscriptions, and FULLY EMPOWERED TO GIVE RECEIPTS.

The Subscriber respectfully invites the attention of the Merchants, Manufacturers, and business community of the city of New York especially, and the public generally, to his extensive Agency for most of the best journals throughout the country, for which he is the accredited Agent.

Although his office was destroyed by the fire of the 5th of February last, in the conflagration of the Tribune Buildings, his files of newspapers are again renewed, and every facility afforded to those who desire to avail themselves of the opportunity which his Agency offers. His office is now in the Tribune Buildings, and nowhere else in New York; and he wishes it distinctly so understood. As he has no connection with any other person in this Agency, he requests that all orders and communications intended for his Agency be addressed to

New York, Feb. 5, 1846.

V. B. PALMER,
 Tribune Buildings, New York

From the New York Daily Tribune, Feb. 9, 1846.

NEWSPAPER AGENCY.—Men doing business can hardly afford to do a *little*, or can only do it at a disadvantage to themselves and their customers. The city merchant who sells \$100,000 worth of goods per year, at ten per cent. profit could far better afford to sell \$500,000 worth for good pay at *five* per cent. In the natural course of things, the great Commercial Exchanges of our country will concentrate into fewer and fewer hands, consisting of those who possess ability to conduct them with the greatest advantage to their customers.

Extensive Advertising, on the part of those who really possess superior facilities for doing business, is one of the most important instrumentalities whereby this concentration is to be effected. The merchant who has the means of doing business and *knows how* to advertise, can never expend too much therein. And by means of the system of Conjoint Advertising, devised and rendered practicable by Mr. V. B. Palmer through his Newspaper Agency, the expense to each advertiser is immensely reduced without depriving the journals employed of their fair reward. A business man may learn through this Agency just what journals to advertise in to reach effectively and cheaply the sections wherein his Trade may be extended. This Agency, which Mr. P. has been several years patiently employed in building up, richly deserves the united and energetic support of the Business Public and the Press, for to both it must prove highly beneficial. A dozen different Agencies could not do them half the good that one may, if generally supported.

THE foregoing advertisement of Volney B. Palmer, the first advertising agent, is clipped from the New York Business Directory for 1846-47.

—♦♦—
A MISUNDERSTANDING.

Customer—Look here, I bought some carpet here a while ago; you advertised it as the best quality and the first time I've went to pound the dust out of it, it fell to pieces.

Merchant—You are mistaken, sir, what our ad said was that that carpet couldn't be beat.

—♦♦—
NO REST FOR HER.

'It's no use, I couldn't make Mrs. Rusher happy out in the country.'

'What was the matter?'

"She cried day and night over the advertisements of the big bargain sales that were going on in town."—*Chicago Record.*

DULL TIMES ADVERTISING.

There is always *some* business doing, and whoever bestirs himself judiciously is most apt to get what's going. It is much better to keep the wheels moving, even if the profits are meager, than to stagnate. The modern retail store never stagnates. The buyers hunt round for jobs, or get lines of goods specially made at a dull-spell-in-the-factory figure on purpose to startle the town with a bargain. That's good business sense.

It keeps the store prominently before the buyers, keeps them coming there and accustomed to come there, so that they will naturally float that way when seeking goods in busier seasons. There is no reason why the manufacturer or jobber should not do the same thing, enlivening the slack spells with offerings specially told of that will compel attention and keep the blood of trade in circulation. This lackadaisical, sit-down-and-wait disposition is not *business*. Anybody can sell goods when everybody is hunting for them. Your real business man is a centrifugal force. He is not the slave of circumstances. He masters circumstances, and his irresistible shoulder compels the wheels of trade to turn.—*Dry Goods Chronicle.*

—♦♦—
IDEAS IN JEWELERS' WINDOWS.

There is an attractive window in Valentine's jewelry store, Central avenue, Dunkirk, N. Y. In it is a revolving horizontal wheel on which are placed figures afoot and on horseback, en route, says a sign, to the White House. The procession goes through a tunnel, and as they come out we see McKinley astride a horse, holding aloft a gold \$20 piece, while back after him comes Bryan with a silver dollar, which he is waving in the air. Following closely at his horse's heels is Mary Ellen Lease, clad in bloomers, and mounted on a bicycle. "Pitchfork" Tillman, Gov. "Bloody Briddles" Waite, of Colorado, Senator Peffer and other notable persons are all seen in an endless procession, guarded by policemen, etc., of a Brownie character.—*Jewelers' Circular.*

The American Constitution
The American Idea
The American Spirit

These first, last, and
all the time, forever

At the sign of

The Sun

NEW YORK

MODELS FOR ADVERTISING PICTURES.

The "advertiser's model" is the girl whose picture one sees on the advertising pages of every high-class periodical in the country. Her poses are many. Sometimes she is supposedly brushing her teeth with tooth powder, or may be holding aloft the latest improved bicycle saddle. Again she is coquettishly lifting a lace frilled petticoat just high enough to expose a pretty foot incased in the newest thing in a storm rubber, or nibbling daintily some tempting-looking pictured bonbons. She is there in manifold guises, clothed in draperies of more or less profusion. But she is always there. And this is her day. Manufacturers are making preparations for early fall advertising, and one of the first moves is to secure a girl of pretty form and face, who will consent to allow her picture to be used for this purpose. There is one photographer in Dearborn street who makes this branch of work a specialty, and yesterday his studio was filled with girls who came in answer to an advertisement for models. There were long girls and short girls, plump girls and a few thin ones, girls who came in with a confident air which showed familiarity with the business, and one or two who shrank timidly back in their chairs and started nervously every time the door opened. From this number a black-eyed young woman with clean-cut features was chosen and sent directly in to be photographed.

"What is it this time—toilet soap or bicycle shoes?" she asked the photographer.

"Neither," he answered. "It's corsets."

"All right," she replied, and disappeared into the dressing room, reappearing in an incredible short time dressed, or undressed, for the picture.

"It's nothing when you get used to it," she said, when asked if the work was not disagreeable.

"I've done a great deal of it and make as high as \$30 a week during the busy season. One can't make a living at this business, though, because the season's so short, and the people get tired of seeing the same face every time, and the old model has to step out and a new one step in. I know a girl," she continued, "who made enough last year to send her mother to

Virginia for two months. Although that girl is just as pretty as she ever was no one wants her this year, and she's taking lessons in bookkeeping. I am regularly employed as a 'cloak model' in an establishment on State street and what I earn here is extra.

"I am called a professional model because I am not an amateur. No, I never posed for anything but advertising pictures. Compensation? Well, this man pays \$2 an hour, and that is the maximum price, I think."

And all the time this model was talking so busily she was turning and twisting and accomplishing a feat that Venus de Milo would have found impossible—namely: looking graceful and pretty in a tailor-made skirt and a corset.—*Chicago Tribune.*

CONDENSED POETRY.

"Boil it down" is a pretty good newspaper maxim, but even a newspaper maxim needs to be obeyed with discretion. Charles Metcalf, who has been writing advertisements for a drama in New York City, had an unpleasant experience in connection with a compositor on one of the great dailies in that city. Metcalf wrote a poetical advertisement, as follows:

From half-past eight till half-past ten,
You laugh and laugh and laugh again.

Imagine his surprise when a matter-of-fact compositor set up the advertisement and it appeared:

From 8:30 to 10:30,
You laugh and laugh and laugh again.
—Live Matter.

ILLUSTRATED ADVERTISEMENT.



"TEETH INSERTED WITHOUT CHARGE."

But One!

PORTLAND,
OREGON,

HAS BUT ONE
MORNING PAPER;

THE PACIFIC
NORTHWEST

HAS BUT ONE
PAPER OF GENERAL
CIRCULATION:



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

THE OREGONIAN

Daily,
Sunday and
Weekly
Editions.

IS FOR HONEST PRINCIPLES;
IT IS THE STRONGEST ADVOCATE
OF SOUND MONEY IN
THE WEST.

ITS FIELD

	Population
PORTLAND (Official) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.

DOES IT HIT YOU?

If you have hesitated about writing to me because you did not fully understand what it is I do, or because you do not yourself quite know exactly what you need to do to make your advertising pay better, or because you did not wish to take my time unless you felt sure of employing me, I want you to write **now**, simply saying that it is possible you might at some time think of having advertisements, booklets, circulars written, or illustrated, and I will write to you a letter about your own business. The letter will interest you. I believe it will benefit you, but I shall not charge you a cent for it.

There are thousands of men who need my services and who are only dimly aware of it, or are skeptical about it. If I can get into frank communication with them it will be a good thing for both of us.

Simply say that you would like to hear from me. That commits you to nothing beyond the reading of my letter.

**Charles
Austin**

Plans, Advice,
Writing and Illustrating for Advertisers, **Bates,**

Vanderbilt Building, N. Y.

What Mr. Daly Says!



HIS SON INSERTS A
BICYCLE AD IN THE



PHILADELPHIA

ITEM

ONE INSERTION ENOUGH!

THE DOOR-BELL NEARLY ANNIHILATED!

Philadelphia, Aug. 26, '96.
Messrs. Fitzgerald:

Gentlemen: My boy inserted in
THE ITEM the following ad for two
days:

BICYCLE \$35; decided bargain.
1443 S. Ninth St.

Do not put it in to-morrow's paper.
He has sold it.

If as many purchasers call on
the second day as there did on the
first, I will be obliged to have a
new door-bell placed in the house.

JAMES L. DALY,
Teacher of Elocution and Dramatic
Expression,
1443 S. Ninth St., Phila.



THE S.C. BECKWITH SPECIAL AGENCY



GOLD

AND

SILVERWill both be SpentIn Chicago and Vicinity

During the fall and winter.
The channels of trade are
already loosening and the
tide of money is beginning to wash
upon the shores of demand for goods
of all kinds.

Do you want to catch the tide?
If you do, get in

The Chicago Dispatch

BY JOSEPH R. DUNLOP

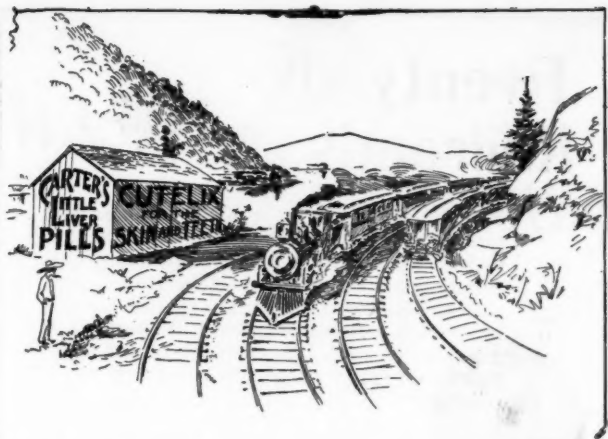
It reaches the masses and they
like it.

**The
Circu-
lation**

Has increased **17,000** in **40**
days, a thing unprecedented
in the history of Chicago
journalism, and the mark
now is over **70,000 Copies**
Daily.

Eastern Office,
517 Temple Court,
NEW YORK.

Home Office,
115-117 Fifth Ave.,
CHICAGO.



ON THE LINE.❁❁

of the New York Central R. R. you will see

SIGNS ❁❁❁❁

painted by my men on almost every barn and fence. In addition to those above illustrated are H. O. BENSON'S PLASTERS and others of lesser note. My work **STANDS** the "test of time" and I **hold** all my customers. ❁ ❁ ❁ ❁ ❁ ❁

FRANK T. JONES,

136 West Broadway,

New York

Twenty-six Railroads



Radiating to every point of the compass and girding the earth with a lace-work of steel make Kansas City the most important distributing point for the greatest agricultural and mineral country in the world. Within the 100 mile circle, around Kansas City alone, live 2,400,000 people. By the aid of fast early trains every portion of this great territory is covered by

The Kansas City Times

The most influential and only metropolitan Democratic daily of the Southwest. Its policy is stamped by popular approval, and the evidence in support of this statement is a gain of more than 10,000 subscriptions in the past six months.

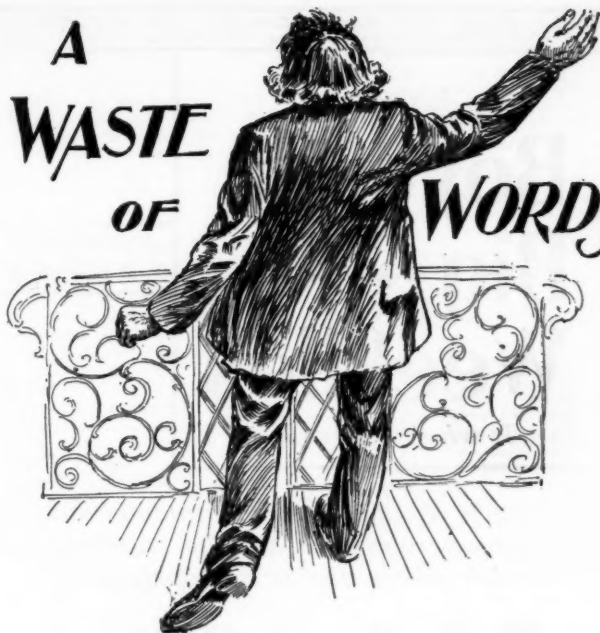
We can absolutely guarantee results to advertisers. The buyers of the great Southwest are with us. Rates and circulation on application to

The Times Publishing Co.

KANSAS CITY, MO.



A WASTE OF WORDS



This is often the case where an advertisement or circular lacks a bright, telling illustration. . . .

Good Pictures

..... ALWAYS CATCH THE EYE

Hence the buyer's attention is more quickly drawn to an advertisement that is appropriately illustrated than to simple type matter.

I will make them to suit your wants.

**ALWAYS HIGH-TONED,
HUMOROUS, IF YOU LIKE,
NEVER VULGAR**

FRANKLIN KING,
ILLUSTRATOR, 4 Warren St., New York.

As Good as

Boyce's Big Weeklies

Is what others claim

*That's enough of a recommendation
that our weeklies are the standard
which others use for comparison.....*

500,000 *copies
weekly*

*\$1.60 per Agate Line. No discount.
Cancel if it does not pay you.*

W. D. BOYCE CO.

115 Fifth Ave.,

...CHICAGO.

ADVERTISING FOOD PRODUCTS.

By Louis James.

III.*

I had a talk the other day with Mr. Burnham, of the E. S. Burnham Co., New York, manufacturers of food products and beverages. The company has done considerable advertising during the past four or five years, and its experience may be of interest.

In reply to my question, Mr. Burnham said:

"Yes, I have attended to my own advertising, because I wanted to know that it was done right. I have written most of my advertisements, and with the aid of the American Newspaper Directory and others I selected the mediums I wished to use."

"Do you place your advertising direct?"

"Some of it we have, but nine-tenths of it has been placed through an agency. I have found that an agency is the best means, not only of getting the lowest rates, but saving the advertiser all the labor and trouble of looking after the details."

"What articles have you advertised most largely?"

"Clam bouillon, beef, iron and wine, and our wild cherry phosphate."

"What publications have you used?"

"I have used almost all of the different mediums—that is, the magazines, weekly, daily and trade papers."

"What has brought the best returns?"

"The trade papers and the papers published in the smaller cities and large towns. Of course it is not always easy or possible to trace more than the general results. After awhile I make up my mind what papers I think are paying and the others are given up."

"Have you not found it difficult to introduce a new food product, or a new beverage?"

"Yes, it is always up-hill work, from start to finish. In the first place you must get the jobbers and retail dealers to take hold of your goods. That is no easy task, as the people are rather shy of buying a new thing."

"In the second place, after the retailers stock up with your goods there may be no sale for them. The goods will remain on the shelves unless cus-

tomers ask for them; in other words, there must be a demand."

"What is the best thing to do?"

"The best thing is to try to get the dealers to push the new article in preference to others. Show the dealer how he can make big profits, and he is likely to take more than ordinary interest in selling your goods."

"Therefore, I believe in the advertising that reaches, first, the dealers, and this is done more or less through the trade and other papers; and secondly, to the consumers. I don't believe in advertising to create a demand for a new food product, as our clam bouillon, or our wild cherry phosphate. If you can make it very profitable for the dealer to push your product among his customers, the demand will be apt to follow his efforts."

"Did you read Mr. C. C. Hopkins' recent opinions, in PRINTERS' INK, about advertising food products?"

"Yes, I read his article with interest, and I agree with him that any effort to compel dealers to seek for your article by creating a demand for it is nearly waste effort. You must first seek the dealer. Advertising which reaches him does the most good."

"Is it not the case that most advertisers of a new product have usually tried to create the demand?"

"Yes; but that is where they usually have made a mistake, I think. It takes a big fortune to do general advertising in this line. And then it may be years before you get full returns from the money expended. Of course, a rich concern like Fairbanks can afford to spend thousands to introduce their new product, Cottolene. So, too, with the new shortening, Cotosuet, of Swift & Co., Chicago. But most of us want quick returns from our advertising. This, of course, applies all the more strongly to those food products that deteriorate in quality, or do not keep well for any length of time."

"Then you think much depends on the kind of article?"

"Everything. For example, take a food product that needs explaining. That takes time and money. It is more difficult to introduce such a product than one which people know something about."

"I had an experience in this line with our clam bouillon. It was surprising what ignorance there was about such a food product. Out West few people were familiar with clams, wheth-


*The previous articles in this series appeared in PRINTERS' INK of June 10th and June 17th, 1896, and were written by Mr. Claude C. Hopkins, advertising manager of Swift & Co., Chicago.

er they grew on the ground or on bushes, and many inquired as to the meaning of the word 'bouillon.'"

"But did you not tell people in your advertisements all about the bouillon?"

"Yes, I thought so, but you can't always tell whether or not you have given the desired information. Here is one of the advertisements which appeared in the magazines that year:

A GOOD
BROTH
IS HALF
A DINNER



EVERY ONE can afford to use Clam Bouillon for Lunch, Dinner and Tea at 20 cents a quart. Enough for a whole family. Prepared in five minutes from a bottle of

BURNHAM'S
CLAM
BOUILLON

Quality improved, price reduced, larger bottles. All Grocers sell it.
E. S. BURNHAM CO.,
120 Gansevoort St., N.Y.

Sample bottle, 10 cents; makes a pint.

"As far as I can estimate I don't think that our magazine advertising paid us. Unless you are ready and willing to spend a fortune each year, I think it is a mistake to try to cover the whole country by such general advertising as magazines."

"What would you cover first?"

"I should get the local field to start with, and then branch out as trade increased. You can pay better attention to a small field than to a large one. You can keep in closer touch with the dealers who are handling your goods. As I said before, you want to offer them large profits to push your article in preference to some other article, on which the profit is small."

"Then your plan requires that there should be such a large margin of profit as to induce the dealers to favor your goods?"

"That is partly right. The retailer

will push that article on which he can make the most profit. When his customers ask for a food product he gives them yours. Even when they want a certain kind, the dealer does not have it, or he recommends yours to be 'just as good' or better."

"But there are many food products on which the profit is small, and yet they are widely advertised and have a big sale."

"I know that. A few advertisers have expended a fortune in creating a demand for their product, and dealers are now obliged to carry their goods in stock in response to the demands of some customers. However, I should hesitate over advertising a food product on which he margin of profit was small."

"What do you consider a good margin of profit for the retailer?"

"That depends," replied Mr. Burnham, with a smile.

"Do you believe in schemes?"

"Yes, I think a good scheme will help the sale of your new article. Get up some kind of an enterprise that will attract everybody's attention. This can be done in the smaller cities and towns. A city like New York or Chicago is too big a place, and besides there is too much going on all the time."

"What do you think of the food shows?"

"They are good in their way. Showing food products or beverages is one thing; having people buy them is another thing. It is easy to give away food and drink, but you can't say that it is going to bring you returns."

"Then you don't believe in advertising by sample?"

"No and yes. With some things I think sampling will help introduce them. With others it is simply money given away. I would rather use the same money to stock the dealers with my goods. Thus, I have offered premiums to dealers who sold up to a certain amount."

"Has it paid?"

"It has."

"Do you use placards and circulars for the stores?"

"Yes, but there are so many placards in grocery stores that yours should be something to catch attention. It simply keeps your name or your article before the buyer. If the grocer distributes your circulars they may do some good; otherwise, not."

FOR FAMILY TRADE

in Southern Ohio, Eastern Indiana and Northern Kentucky no paper can take the place of the

CINCINNATI COMMERCIAL TRIBUNE

All that money and journalistic ability can do to give this paper the highest standing for news, editorials and advertising is done. Its daily circulation of over 58,000 in the homes of its readers is better than 200,000 for a paper that does not go into the household. The **COMMERCIAL TRIBUNE** is read by every member of the family circle.

Its advertising columns are consulted constantly by those who do the family buying, a fact fully appreciated by the leading retail merchants of Cincinnati, who use its advertising columns constantly and largely.

Since it is profitable for their use it must certainly prove remunerative to the general advertiser.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

TRIED

the year round

THE...
VICKERY (AND) HILL LIST

Pays Advertisers
1,500,000 Copies per month
RATES: \$6 per Agate line

C. E. ELLIS,
Advertising
Manager,
401 Temple
Court,
N. Y. City.

TRUE

CHICAGO OFFICE :
903-4 Boyce Bldg.
W. J. KENNEDY,
In Charge.

BOSTON OFFICE :
55 Equitable Bldg.
E. R. GRAVES,
In Charge.

NOTES.

THE Metropolitan Plate Co., 12 Dutch street, New York, offer \$50 for an "ideal plate page."

THE September issue of *Womankind*, Springfield, O., contains an article on Women in the Advertising Field.

THE September issue of the *Medical and Surgical Journal*, of St. Louis, contains an article on "Should Physicians Advertise?" by "One Who Advertises."

TWO new series of type called Satanick and Jenson Italic are put out by the American Type Founders' Company, to open the fall season with. Instant and increasing popularity are predicted for both of them.

A BARBER in an English provincial town has turned the raising of white mice to good account. "One white mouse given away with every child's hair cut" is the enticing sign swung where it can be easily read.

THE Monarch Cycle Mfg. Co. has inaugurated a prize competition for the best original designs for Monarch advertisements. The competition will close Nov. 30. First prize, \$100 Monarch bicycle; second prize, \$80 Monarch bicycle; third prize, \$60 Defiance bicycle. For particulars address, Monarch Cycle Mfg. Co., Lake, Halsted and Fulton sts., Chicago, Ill.

ADVERTISING AT FAIRS.

ONE of the leading Western manufacturers of machinery last year spent \$6,000 in advertising material used at the county and State fairs of the Western States. This year he will not spend anything. The result was not what he looked for and the reason he attributes to the manner in which he put out his money. The chief item of his expenditures was a line of little booklets that were given to the people as they passed his exhibit. But there were in the paths of the grounds hundreds of these which the recipients had thrown away after receiving them. Other hundreds and perhaps thousands were never received by people who could or would read them, while a vast amount more were thrown away on the way home and so never made a convert.

This experience is by no means a strange one. The firms that have made the closest study of the art of advertising at the fairs are almost unanimous in the opinion that there is a great waste of material in such work. The character of the crowds may be of the kind to seize the propositions presented, but there is not the disposition to study the mass of books and pamphlets given out by the exhibitors.

"I have noticed," said a prominent plow manufacturer, "that the children are the ones that gather the advertisements at the fairs and we have ceased to give out any. The children keep the ones that have the brightest pictures and take them home to play with, but it does not pay. Too much of this kind of material is put out and the people are burdened with it. I instructed my agents to give the material only to the grown folks and to see that they put it in their pocket—but it was a failure. So we decided to give only to those who had interest enough to come to the exhibit and examine what we had to sell. Then we were sure that we had given the stuff to persons who would appreciate it. That is the only way not to waste a great portion of it."

One advertiser estimates that fully three-

fourths of the advertising matter put out at the fairs is wasted. The plans to make the recipients read the matter put into their hands have been many and ingenious, but none has been entirely successful. It may be considered that the old way of giving out unlimited supplies to every passer in the crowd is both expensive and unprofitable. The big motto which urges the visitor to "ask for descriptive pamphlets" is one of the best ways to get the right people interested, but it is found that only a small portion of the crowd will stop for such an errand.

Probably one of the best devices is the small puzzle that is of sufficient attractiveness to cause the recipients to take it home. If it is too easy, however, it will be solved and thrown away. One firm that secured a large amount of these was grieved to find the walks and drives of the grounds at the first fair where they were used strewn with them. They sent to the home office the rest of them and had the lot sent to the stores with the shipments of goods.

Whether signs and posters do any good at fairs is a question that is not settled yet. That they are very much in evidence is patent, but some advertisers are of the opinion that they are not read, as the people are too busy sightseeing. Many committees will not allow these signs and the modest ones over the exhibits are the only addresses to the public eye that the exhibitors can secure. By far the best advertisement is an exhibit that the passers-by will remember. They go home to talk of it, as did the Centennial attendants about the "Butter woman." Money spent on the decoration of the exhibit is usually better used than in printed matter to be given away. C. M. HARGER.

SOUVENIRS.

ADVERTISING by giving souvenirs is not monopolized by the theaters by any means. There are large corporations in New York that give away every year thousands of valuable articles with the names of the corporation stamped on them. These are not given indiscriminately, but they are sent where they will do the most good. One of the biggest insurance companies distributed several weeks ago pearl-handled knives of excellent quality among its friends and policy holders. It is a knife that would cast about \$2 in a cutlery shop. This is expensive advertising. —N. Y. Sun.

HIS BANE.

"You had a fortune a few years ago. What brings you here in such a plight, my man?"
"Your honor, it was the bargain counter. My wife —"
"Fine remitted. Poor fellow, you may go." —*Detroit Free Press.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW, Spokane, Wash.

WANTED—20 to 50 second-hand Amberg letter files. Address P. O. Box 2341, New York.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio, \$400 d., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WANTED—More printing from the class of people willing to pay for the best. **WM. JOHNSTON**, 10 Spruce St., N. Y.

ADVERTISER, employed by a great corporation to increase business, can accept extra work from firms who haven't enough business. Fair charges. Address **ADAM WRIGHT**, N. Y.

WANTED—an idea. Who can think of some simple thing to patent? Protect your ideas; they may bring you wealth. Write **JOHN WEDDERBURN & CO.**, Patent Attorneys, Washington, D. C., for their \$1,800 prize offer and list of two hundred inventions wanted.

EVERY live advertiser wants to see our latest styles—Satanick, Jensen Italic—and our latest Cushing-type pamphlet. We have produced good things, but these are better. **AM. TYPE FOUNDER'S CO.** See list of branches under "For Sale." Specimens ready at nearest branch.

ONE of the largest men's outfitting stores in this city, having extended their premises, is desirous of opening extra departments, such as ladies' shoes, cloaks, dresses and millinery, art goods, cutlery, crockery and bric-a-brac, leather goods, trunks, satchels, etc. An exceptional chance for managers with some capital. Address **MR. GEORGE**, 14 West Baltimore St., Baltimore, Md.

SOUTH AFRICA—Mr. Lewis Garrison, representing The Garrison Advertising and Press Agency, Johannesburg, will reach New York City in November. His mission will be to bring South African newspapers before firms in Europe and America. Also to take the agency of firms wishing to do business in Africa. American address care **Printers' Ink**; London, Eng., care National Provincial Bank.

TO BUSINESS MEN.
T Own your own letter-head plate. Elegantly designed and engraved lithography letter-head plates, \$7.50. Handsome as a lithograph. High-class plates at the price of cheap plates. Gives your stationery an artistic and up-to-date appearance. Sketch submitted on approval. Give the exact size and wording. **W. MOSELEY**, 54 Hill St., Elgin, Ill.

SPECIAL WRITING.

ORIGINAL articles on the money question supplied free to reputable papers until election. "**GOLD**," **Printers' Ink**.

ELECTROTYPES.

CUTS for ads. All processes. Designs made. Write for price. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWS BUREAU.

ARE you going to start a paper? If so, write to **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Washington, D. C. Serve leading papers. Agents in every State and country. Established 10 years.

PRINTERS.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors.")

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

ADVERTISING AGENCIES.

IF you wish to advertise anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

FOR SALE.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? **AMERICAN TYPE FOUNDER'S CO.**, Boston, N. Y., Phila., Balt., Buffalo, Pitts., Cleveland, Conn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

TYPE—The leaders of type fashions. **AM. TYPE FOUNDER'S CO.** Branches in 18 cities.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 17d, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISEMENT CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. Y.

RETAIL ads to new customers for \$1. **H. L. GOODWIN**, Farmington, Me.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. **JED SCARBOROUGH**, B'klyn.

REALLY good cuts at really moderate prices. 3c. stamp brings circulars. **R. L. CURRAN**, 150 Nassau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

INTERESTING ads written by one who can. Samples free. Send for my sermonette. **H. ALBERT PERSHING**, South Bend, Ind.

To cycle manufacturers: For one month only I will contract to design and write your 1907 catalogue for \$250. **CLIFDEN WILD**, Suite 1103-4 Manhattan Bldg., Chicago.

AD experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. **AM. TYPE FOUNDER'S CO.** See list of branches under "For Sale."

3 ADS for a dollar, with electros of little cuts for each, to any new customer who can allow me three weeks to do this in. Cash with order always. **R. L. CURRAN**, 150 Nassau St., N. Y.

IF you can give me four weeks' time I will write a booklet and furnish a little cut for the cover for 45c. Not over 16 pages. Cash with order always. **R. L. CURRAN**, 150 Nassau St., New York.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. **Printers' Ink Press**, 10 Spruce St., New York City.

BETTER spend a little more and have your ads read right. They pay when they have pulling argument in them. For a trial: 3 ads, \$1; 4-page leaflet, \$2; 8-page booklet, \$5. **CHAS. A. WOOLFOLK**, 446 W. Main St., Louisville, Ky.

THERE is nothing mysterious or miraculous about our printing. It is unusual and out of the ordinary simply and solely because it gets unusual and out of the ordinary treatment. Harmonious tints and colors, as well as the type and arrangement, are chosen by one whose art education insures perfect selection. Send for one of our booklets, "**A Monograph**." **THE LOTUS PRESS**, 140 W. 23d St., N. Y. City.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL list type and machines can be bought best and cheapest from AMERICAN TYPE FOUNDRY CO. See list of branches under "For Sale."

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

A DVERTISERS' GUIDE, New Market, N. J., 6c. line. Circ'n 3,000. Close 24th. Sample free.

CATHOLIC NEWS, 40,000 copies guaranteed every w/k. No sample copies. 13 Barclay St., N.Y.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep.

DETROIT COURIER. The society and home paper for Wayne County. 4 cents per line for 10 lines or more.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

CLOTHES and men's furnisners! Publish your own paper! We can supply you with any number of copies of MEN'S ATTIRE at very low rates. Cannot be touched for results. Send for sample copies and full particulars. LEAGUE PUBLISHING CO., Lexington Bldg., New York.

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientele in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in THE GOLFER. Rates of the agencies or THE GOLFER, Boston.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

GOOD HOUSEKEEPING.

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ADDRESSES FOR SALE.

50,000 LADIES' addresses for sale or exchange for space. Lock Box F, Galena, Kan.

LISTS of names in any trade, in any country, \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

ILLUSTRATORS AND ILLUSTRATIONS.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best i-col. half-tone for \$1. Send for proofs.

REALLY good cuts for advertisers at really moderate prices. R. L. CURRAN, 150 Nassau St., New York.

CUTS for catalogues, souvenirs and boom editions. Write for proofs. BUCHER ENGRAVING CO., Columbus, O.

BEAUTIFUL illustrations and initials. 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

BRIGHTEEN your ad and add to its pulling power by putting in an attractive cut. We make 'em. CHICAGO PHOTO ENG. CO., 79 5th Ave., Chicago.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 20 cents a line, for each insertion. One line inserted one year, 20 weeks, for \$2, 6 months for \$12, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,600 of the wealthiest farmers of Kentucky and Tennessee.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886, sworn circulation 6,992 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

DETROIT COURIER. The family and society paper of Wayne County. 4 cents per line, 10 lines or more.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

YOUNG MEN.

STATE ASS'N NOTES, Chicago. 10,000 quarterly.



Are You?

The EXAMINER is the
that shows advertisers where
money. Its paid circulation

Daily, - - 76,149

Sunday, - 93,000

Weekly, - 85,000

Are you getting your money's worth?
If you would, use THE EXAMINER.

E. KATZ, Eastern Agent, 180

R is the only San Francisco Daily
isers what they are getting for their
circulation now is....

6,149 }
3,000 }
5,000 }



*All contracts
based on
these figures.*

ur money's worth in San Francisco ?
THE EXAMINER.

nt, 186 World Building, N. Y. City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

LONDON AGENT, F. W. SEARS, 108 Fleet St.

CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, SEPTEMBER 23, 1896.

It is better to give more than you advertise than to advertise more than you give.

A FACETIOUS observer on newspaper subjects is said to have remarked: "The two classes the world could least afford to lose are preachers and newspaper men; for the preachers tell us the truth and the newspaper men tell us everything else."

THERE are 57 newspapers and magazines devoted to horticulture and floriculture, with a combined circulation each issue of 539,588 copies. Two print 75,000 copies or more, viz.:

Libonia, Pa. Park's Floral Mag.,	196,683
West Grove, Pa. Success with Flow-	
ers,	75,000

It is very easy to get into a groove in advertising. The same matter, the same setting, the same newspapers, the same methods are kept on sometimes year after year, though fashions and circumstances have changed. The result is that the advertiser finds that the old methods have ceased to bring the old results.

THE much-quoted individual who makes statements about the futility of advertising invariably turns out to be some one who knows nothing about it—some one who, in his limited experience, has violated every principle of real advertising. He is much harder to find than he used to be, and is being displaced by the man who admits that advertising is good for those who can "afford it" or have the "knack." As a matter of fact the merchant is rare who can afford not to advertise, and the "knack" is only a synonym for a little judgment that most people can summon.—*American Druggist.*

THERE are many thousands of men and women who can write beautiful English, and yet cannot write effective advertising.

THE growing interest in advertising questions is shown by the increasing number of departments devoted to this subject in daily newspapers. The *Minneapolis Journal*, the *Chicago Times-Herald*, the *Cleveland World*, the *Omaha World-Herald*, as well as a dozen others, are among those who have introduced this innovation. Newspapers are beginning to realize that the way to get more advertising is to educate the advertiser to make a profitable use of his space.

REPRODUCING HALF A COIN.

MILFORD, N. Y., Sept. 9, 1896.

Editor of PRINTERS' INK:

If a fac-simile cut of a United States coin is a violation of law, how about the representation of half a coin, as in inclosed ad? Yours,

JOHN WILCOX.

With this communication was sent an advertisement of C. & E. Pollock & Co., of Columbus, Neb., in which half of a cent was reproduced. The secret service branch of the Treasury Department, being applied to for information, declined to express an opinion whether the reproduction was a violation of the law or not, stating that it was the province of the courts to do this. The law covering the subject reads as follows:

"Every person who makes, or who causes or procures to be made, or who brings into the United States from any foreign country, or who shall have in possession with intent to sell, give away, or in any other manner use the same, any business or professional card, notice, placard, token, device, print, or impression, or any other thing whatsoever, whether of metal or its compound or of any other substance whatsoever, in likeness or similitude, as to design, color, or the inscription thereon, of any of the coins of the United States or of any foreign government, that have been or hereafter may be issued as money, either under the authority of the United States or under the authority of any foreign government, shall, upon conviction thereof, be punished by a fine not to exceed one hundred dollars." Whether or not the reproduction of half or any other portion of a coin is illegal is an interesting question.

THE ADVERTISING AGENCIES OF
N. Y. CITY.

MRS. M. C. WEIL.

Mrs. Mathilde C. Weil, who conducts an advertising agency in New

a position with *Die Neue Zeit*, a socioliterary publication, and here became acquainted with Miss Meta Volckmann. The two decided to open an advertising agency, taking into the concern Miss Mary Compton.



MRS. M. C. WEIL.

York, was for years engaged in literary work, translating books for foreign publishers from and into English, German, French and Spanish, in all of which languages she is equally proficient. In the early 80's she accepted

The partners soon found that a division of the business into departments would greatly facilitate their labors. Miss Volckmann, therefore, assumed charge of the advertisements relating to amusements, Miss Compton those

that concerned schools and colleges, while Mrs. Weil contented herself with all the matters that did not fall under these classifications. This partnership was dissolved three years ago, and the Misses Volckmann and Comp-ton now have agencies of their own—all three being in the Times Building.

Mrs. Weil counts several large proprietary medicine houses among her customers. She and the ladies who were formerly in partnership with her are believed to be the only women general agents in the United States.

AD WRITERS AND TYPE MAKERS.

As the work of the writers of advertisements is expressed in type, and the success of their appeals to the buyers depends largely on the efficiency with which they use that vehicle of thought, the study of type faces is one of importance to them. The leaders among advertisement writers are to a man, and a woman, competent critics of type style, and much of their success is due to the discriminative use of eye-attracting type. The aspiring and the amateur writers of advertisements will do well to take up this study. The best way to do this is to get in touch with the nearest type founder, and secure specimens of his newer productions as they appear. The type founder has a traditional reluctance to supply these specimens to those not intimately connected with a printing office. Broader views of business are, however, entertained by the American Type Founders' Company, an organization operating many of the best type foundries of the world, and which justly claims to lead the fashions in type. This company has, during the past two years, sought to cultivate relations with those who indirectly influence and determine the selection of type by the printer who executes their work. No difficulty will be experienced in procuring current specimens of type as they appear, if the applicant states that he or she is an advertisement writer. The type founder has a right to know the business of the person who applies for specimens, and he is forced to draw the line between specimens and specimen books. The latter are costly and contain a mass of matter of no interest or value except to the actual printer, and not one advertisement writer in a hundred is entitled to such a book. The relations

between the advertisement writers and the leaders and originators of type fashions on the lines set forth above cannot fail to be of great mutual benefit.

ABOUT THE RAND-MCNALLY LIST.

Office of
"THE ASHLAND PRESS."
ASHLAND, Ohio, Sept. 11, 1896.

Editor of PRINTERS' INK:

There is no *News* published here at all. We naturally think the *Press* is the leading paper.

W. A. WEYGANDT.

PETALUMA, Cal., Sept. 7, 1896.

Editor of PRINTERS' INK:

The *Imprint* "petered" out and was absorbed, in December, 1894, by the *Courier*.
EDITOR COURIER.

IN DAYTON.

DAYTON, Ohio, Sept. 10, 1896.

Editor of PRINTERS' INK:

A clothing merchant here has fittingly arranged his window on this, the first week of school. The window is arranged as a school room, with "dummy" teacher and pupils (small boys). Their clothing, of course, was bought there, while other signs tell that the desks were made by a local school furniture manufactory, while their books "were all bought at Blank & Bros." Quite a combination and it catches the crowd.

GEO. E. KIDD.

IN SAN FRANCISCO.

SAN FRANCISCO, Cal., Sept. 3, 1896.

Editor of PRINTERS' INK:

An enterprising butcher, of Sixth street, startles the passer-by with this appetizing announcement: "No Baden or Morgue Meats Sold Here!" while an equally enterprising cobbler named Church displays a large cloth sign lettered as follows:

"If You Want Your SOLES Mended Come to CHURCH!"
WM. J. REID.

IN NEW YORK.

NEW YORK, Sept. 11, 1896.

Editor of PRINTERS' INK:

The extremest manifestation of the fever for advertising yet seen is that of a well-dressed man in the neighborhood of Park Row yesterday. He had on a pair of white canvas shoes, and across the front ran the letters, *N. Y. Journal*. J. W. SCHWARTZ.

AN ADVERTISER'S DREAM.

A certain merchant believes thoroughly in advertising, and the result is he has the biggest business in his town. Indeed, he works so much on week-days that when he goes to church on Sunday, as he always does, he generally goes to sleep as soon as the preacher gets well started into his sermon.

Not long ago a visiting clergyman filled the pulpit, and our friend, being unaccustomed to him, slept rather uneasily, starting up every now and then as the minister grew emphatic and almost shouted the words of truth at the congregation. When the preacher called out:

"Brethren, why stand ye here all the day idle?"

"Because they don't advertise," sung out the half-awakened merchant; and the way his wife grabbed at him and shook him into a sense of his situation almost broke up the meeting.—*Exchange*.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticized freely, frankly and fairly. Send your newspaper ads, circulars, book-lets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

It's the little things that count in business. The little attentions to little details are the bricks out of which big successes are built. The little neglects of the minutiae of business make the bankrupt.

Many a man overlooks a little, insignificant detail, and that detail grows and grows, and in its branches failure makes her nest.

A man may spend a million in advertising a proprietary medicine of genuine merit, and the overlooked fraction of sales that he might have made, but does not make, because of the slovenly, badly designed and worded, badly printed, inartistic, clumsily pasted labels on the bottles, tilt the balance and turn assured success into eventual failure.

It is safe to say that the man who attends carefully to the little things will succeed. The man with an eye to every detail—who wants the best thing he can get, even if it is only a little thing and only a little better—and who does not say: "Oh, well, let 'er go; that's good enough."

Run over the successful men you know. Sometimes it seems that the duller man makes most headway. But don't jump to hasty conclusions. Look deep down into that man's business, and you will see that every detail has careful attention.

If he is a druggist, and you buy a bottle of something at his store, you won't be ashamed to carry the bottle home, or stand it on the mantel when you get there. Your finger won't be sticky when you let go of it, or the pocket that you carried it in all gummed up. The label on the bottle will not only be neat; it will be artistic. The design will be striking, and you will look at it twice and involuntarily notice that it is pasted on neatly, squarely, evenly. The cork to the bottle will fit, and won't be jabbed in "any way for Sunday." There will be a neat cap over the cork, neatly tied around the neck of the bottle with

a tastefully-colored bit of twine. The whole will be securely wrapped in a nice paper wrapper, bearing a well-designed, artistic and effective ad of the store. Everything—the bottle, the label, the cap and the wrapper—will carry the name and address of the store. You may not appreciate it at the moment, but you'll remember that store, and you'll go back there again and keep going back.

Before you go back the second time you may indifferently drop into the slovenly man's store. The smeary bottle that you get, the any-kind-of-old-label slapped on topsy-turvy, the misfit cork jabbed in hit-or-miss, the cheap wrapper torn off on the bias, your sticky fingers and your coat pocket that will stay gummy to the end, all serve to remind you, by contrast, of the other drug store. Almost without knowing it you compare the two. Involuntarily you wonder if the medicine is compounded as carelessly as it is put up. I'd as soon marry a slovenly wife as take the slovenly druggist's medicine. Sooner. The first would make me miserable, the second might make me dead.

What applies to the medicines put up by the druggist applies with double force to the proprietary medicines displayed on his shelves. If I owned a patent medicine I'd take a thousand—two thousand—several thousand dollars—off my newspaper advertising appropriation, if necessary, in order to have my packages or bottles the most striking on the druggist's shelves, and the neatest and most artistic in appearance after they were placed in the customer's hands. I'd want them neat, artistic and striking all through. If I've got to take medicine I feel about it a good deal as I do about my food—I want it daintily served. I believe other people feel about it as I do.

* *

RETAIL ADVERTISING.

We are a wonderful people—the greatest business people in the world—in our American minds. Sometimes,

when I've gone for two or three days without picking up a country newspaper, I swell myself and feel proud to think that I have had a small hand in teaching the great American business world how to advertise. Fortunately before I burst I run against a newspaper and find the following occupying six inches over three columns: "Furniture and Undertaking—Best Goods at Lowest Prices," and the firm name. Again in eight inches, three columns "Bargains! Bargains! June Clearance Sale! Price away below Cost!" and the firm name. Not a word more Oh! my fellow-laborers in the field of advertising, the impression that all our talk about right advertising has made on the average business man is that of a breath on a window pane. "The idea that a lot of gol-darned popinjays should set 'em selves up to teach us great American merchants how to run our own businesses."

* *

It is refreshing to find a good bicycle advertisement of local dealers. We are so accustomed to read about the "Surpassing excellence" of the particular wheel which a dealer handles, that we wonder what is going to happen when he candidly states that people are not all of the same mind, and that one wheel is apt to be best for one man, while another man will find a different wheel best adapted to his needs. The following ads from Berrang & Zacharias, of Asbury Park, N. J., are decidedly good:

WE TRIED ONE AUCTION AND WANT NO MORE.

Auction methods are not B. & Z. methods.

We have a stock of wheels that run up in the hundreds—just how many we are afraid to say, but a large sum of money is tied up in the stock. We are after converting this stock into cash.

Here's the point—if you want a Wheel come to us prepared to take one with you, and you'll not be disappointed. The prices will be low, less than they cost us. Nearly all are guaranteed; some are not, we'll explain the difference and why.

The stock, new in July, consists of:

Spalding,	Crescent,
Stearns,	Victor,
Barnes,	Cleveland,
Ideal,	Waverley,
Adlake,	Lyndhurst,
Remington,	Progress,
	Imperial.

The best of them for \$—, some as low as \$10.

BERRANG & ZACHARIAS,
ASBURY PARK, N. J.

MOST BICYCLES WITH A GOOD NAME

cost \$100—some good bicycles sell for \$50 less; others selling at anywhere from \$50 to \$100 are positively unsafe to ride and are a source of annoyance and expense to their owners—who, by the way, have to "pay the freight."

Are you going to risk your Hundred Dollars (or Fifty of them, as the case may be) by purchasing an unknown wheel?—built by an unknown maker?

In buying your wheel from us you know with absolute certainty that we have made a study of our business, and that you are taking no risk when you take our advice. Tell us how much money you care to spend for a wheel and we guarantee our selection to be a satisfactory one.

If you weigh 250 pounds, our choice might not be the same as for your neighbor who weighs a hundred pounds less.

BERRANG & ZACHARIAS,
ASBURY PARK, N. J.

OUR RENTAL BICYCLES

are not all of one make. *We* make no effort to attempt to follow the "Me Only" policy.

We've learned the lesson that all people are not of the same mind—some think the Victor is the best built, others the Stearns or the Barnes—each honest in their conviction.

We have in our rental department the

Adlake,	Barnes,
Crescent,	Cleveland,
Rambler,	Spalding,
Victor,	Waverley, etc.

All new Wheels, '96 Models, cleanly kept and in good order.

Lessons given—wheels repaired.

BERRANG & ZACHARIAS,
ASBURY PARK, N. J.

* *

I picked up a country newspaper the other day, I think it was a Kansas paper, and noticed an ad of the "Burlington" road. It took up five and a half inches single column, and said: "Burlington Route—Best Line—To Chicago—Vestibuled—Limited—Sleepers—Free Chair Cars."

I believe that every other road to Chicago is the *best* line and runs vestibuled, limited trains. The line to the effect that the road runs free chair cars is good but probably deceptive. The average reader will conclude that the "Burlington" provides free chair cars on all through trains. The probability is that these free chair cars are only run on the limited trains and that the fare itself is considerably more than on ordinary through trains. Consequently the traveler finds that he really pays for this free chair car in his "limited" fare, and realizes that the "Burlington" is in a covert way

"a liar." Anyway, a free chair car will never be a free chair car until the porters are handcuffed, or properly paid by their employers, instead of being left to prey upon travelers who have already paid for all the accommodations they receive.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Fancy and Dry Goods.

Because We Do Not

select some few articles and tell how low we sell them, don't think that our goods are high priced.

Our competitors know that, quality considered, we sell goods cheaper than others—that's what bothers them; but it's your advantage.

Our store was designed and arranged to do business with small expense, yet it is the most commodious, and carries the largest stock.

For Furniture.

Just to Keep Things Moving

During the coming week, we will make every effort to catch your trade and have the prices to suit the times. No excuse for you to put off buying, as we have a full stock of fine Furniture to suit all tastes. A short time spent looking over our line will convince you that we have the goods and sell at prices that catch the orders.

For Stationery—(By Albert G. Eyrich).

She will Not forget you

if you write on our paper, "Bleu du Roi," the newest shade of blue, so soft and pleasing. The latest shape is the long paper and the square envelope with the straight cut flap. Costs 2½c. the note, but it is so stylish.

For Carpets.

The Best Is None Too Good

and when you buy Carpets, why not investigate? We are showing now the finest line and colorings up-to-date of Savonneries, Wilton Velvet, Axminsters, Gobeletiois, Moquets, Body Brussel, Tapestries, Ingrains, Home-made, displayed in

For Furniture.

Rich Furnishings.

Every woman wants to make her home lovely, her environments dainty and elegant—equal to the best home she has seen anywhere and better than the average.

Many of the handsomest homes are furnished from here—you'll be surprised when we show the quality and tell at what price.

The high character and low price of our furniture is household talk for a hundred miles north, east, west and south of us.

The sale of odd pieces left out of rich and costly suits is still going on—Sofas, Divans, Chairs, Bedsteads, Bureaus, Washstands, and the like. A chance to pick up real elegance at a nominal price.

J. B. VAN SCIVER & CO.

LARGEST FURNITURE HOUSE IN AMERICA.
Right AT the Railroad Ferry. Take Railroad Ferry, foot of Market St., Philadelphia. Boats land at our Warerooms in Camden.

For House Furnishings.

Two to One

will hardly express the ratio of our CHAMBER SUITE SALES of the present season in comparison with former years.

No New Reason

for it either. You see the old reason is gaining momentum with each new customer. "We sell cheaper than do others."

For a Tailor.

The Money Question

is the question that is being discussed by all political parties at the present time. Republicans want gold, Democrats want silver. We want your trade and will take either gold or silver in exchange for one of our fine Fall Suits or Overcoats. Our line is complete in every particular and our reputation for good work stands as a guarantee. Drop in at your pleasure and inspect stock. Not necessary to buy.

For Real Estate.

Own a Home!

It is cheaper to pay interest on a mortgaged home than to pay rent. If you have cash enough to buy and pay for a lot you can very easily own your home. You cannot imagine how independent you will feel, even if you do not own it clear.

For a Jeweler.

A Cold Day

would be unexpected in August, but in current slang "it's a cold day" when we don't have the best watches in the market. Our aim, to supply first-class goods only, amounts almost to a fad, but it strikes a responsive chord among the people who think more of quantity than of price.

ARBITRARY ENGLISH LANGUAGE.

We'll begin with box, and the plural is boxes, But the plural of ox should be oxen, not oxes. The one fowl is a goose, but two are called geese.

Yet the plural of mouse should never be meese.

You may find a lone mouse or a whole nest of mice,

But the plural of house is houses, not hices.

If the plural of man is always called men, Why shouldn't the plural of pan be called pen?

The cow in the plural may be cows or kine, But a bow if repeated is never called bine, And the plural of vow is vows, never vine.

If I speak of a foot and you show me your feet,

And I give you a boot, would the pair be called beets?

If one is a tooth and the whole set are teeth, Why shouldn't the plural of booth be called beeth?

If the singular's this and the plural is these, Should the plural of kiss ever be nicknamed keese?

Then one may be that and three would be those,

Yet hat in the plural would never be hose, And the plural of cat is cats, not cose.

We speak of a brother and also of brethren, But though we may say mother, we never say methren.

Then the masculine pronouns are he, his, him,

But imagine the feminine she, shis and shim! So the English, I think, you all will agree, Is the greatest language you ever did see.

—The Commonwealth.

JENNIE JUNE'S EXPERIENCE.

Jennie June Croly, the first woman to be employed on the staff of a New York daily, tells some amusing incidents of her early career. Her desk was small and inconvenient, and was tucked away in a dark corner, with scarcely room enough to sharpen a pencil. "But," says Mrs. Croly, "I didn't dare to complain. It was such a wonderful thing to be allowed to be there at all. I will say, though, that I never met with anything but kindness and courtesy from the men by whom I was surrounded at my work." To-day the newspaper women of New York, if mustered together, would form the population of a good sized town.—*Newspaperdom.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1885. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

MICHIGAN.

DETROIT COURIER. The family and society paper of Wayne County. 4 cents per line, 10 lines or more.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

MONTANA.

HELENA INDEPENDENT—6,240 Daily, 6,240 Sunday, 3,385 Weekly. Leading newspaper in the Treasure State. H. D. LA COSTE, 38 Park Row, New York, Eastern manager.

NEW JERSEY.

THE Red Bank REGISTER goes into over 2,500 homes each week. No other paper in Monmouth County approaches it in the amount of local news of all kinds.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a clean and legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1898, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

NORTH CAROLINA.

IT is not often that the best is the cheapest, but it is with the NEWS and TIMES, for these two papers reach more people in this city, population 19,651 and county population over 50,000, than any three papers published here. Adv. rates are reasonable. Write for prices to W. C. DOWD, publisher, Charlotte, N. C.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. **THE VINDICATOR**, Youngstown, 3,400 d., 6,000 weekly.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

TENNESSEE.

THE WOMAN'S HEALTH AND HOME JOURNAL, Chattanooga, Tenn., a monthly health and "all-round family" journal. Minimum circulation each month, 10,000 copies. Best advertiser of its class in the South. Subscribers, advertisers and canvassers wanted.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VIRGINIA.

LYNCHBURG NEWS; only morning paper; 25,000 population; established 1866; daily, 2,500; Sunday, 3,500; weekly, 3,500. Let us submit prices and papers for examination. Leading paper west of Richmond. **H. D. LACOSTE**, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

SUPERIOR TELEGRAM pays advertisers. "I am a regular advertiser in the columns of your paper, and find that we get good results, not only in the local field but from the neighboring towns." Circulation 5,500 daily. Prices for space of **H. D. LA COSTE**, 38 Park Row, N. Y.

CANADA.

\$6.00 a line yearly. 30 best papers in Prov. Quebec. **E. DESBARATS**, Ad Agency, Montreal.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

Lynchburg News {2,600 D. & S.
 {3,000 Weekly.

SUPERIOR TELEGRAM Leading paper in Northern Wisconsin.
5,500 DAILY.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address **C. Geo. Krogness**, Marquette Bldg., Chicago, Ill., Western Agent.

The Evening Journal,

JERSEY CITY, N. J.

**Average Daily Circulation for 1895,
14,362.**

Guaranteed by American Newspaper Directory.

DO YOU PUBLISH A NEWSPAPER ?

Are you keeping a record of your issues ?

Do your actual issues average more than a thousand copies ?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor **AMERICAN NEWSPAPER
DIRECTORY**,

10 Spruce Street, New York.

THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

15,218

Was the average daily
circulation of the . . .

Daily News

Des Moines, Iowa

For the month of August,
1896,

15,020

Was the smallest num-
ber, and

15,500

Was the largest number
issued any one day.

*For particulars, rate card, etc.,
address*

THE NEWS

Des Moines, Iowa

Tell me just
What you want
in the way of a **Booklet**

and I will tell you the cost. I believe no other printer can give better value than I can. I have the very best material and unsurpassed facilities for the execution of this class of work. Everything in PRINTERS' INK is at the disposal of my customers.

When writing for estimate be sure to let me know the following, and then we will do business much quicker: State the size, number of pages, how many words to a page, with or without cover—one or two colors on cover, on inside or both—and how many copies you want.

I will send samples of paper and guarantee my work to give satisfaction. All I ask is that my competitor does the same. If he runs in cheaper paper, give me a chance to figure on same grade before giving out job.

Isn't that fair enough?

Address WILLIAM JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

(Sample Booklet Free.)

Not Every One
Reads

The Peterson Magazine

That would mean

70,000,000
Readers

in the United States
alone.

But many thousands of people with money to buy what they want do read THE PETERSON MAGAZINE, and advertisers reap a direct benefit from their announcements in its pages. Advertising Rates, \$80 per page by the year. Half and Quarter pages in proportion.

THE PETERSON COMPANY,
109 FIFTH AVENUE,
NEW YORK.

OPEN Thine Ears to Sound Argument



A journal that reaches the best people in every city, town or village in the United States must possess merit as an advertising medium. To what extent we modestly ask you to determine

Ask for Sample Copies and Rates.

See what we are.

THE AMERICAN

School Board Journal

New York. Chicago. Milwaukee

The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street,

ALBANY, N. Y.

Anzeiger... Des Westens

ESTABLISHED
1834

THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST

DAILY, . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

The Anzeiger des Westens pays more postage for its issue through the mails than any other German paper in St. Louis.

The Anzeiger des Westens covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

Faulkner's Magazine

At fifty cents a year is the cheapest monthly fashion magazine published. The circulation is guaranteed and proven to be over

50,000

copies each and every issue. Send for advertising rates. Forms close on the 25th of the month.

Faulkner's Magazine,
23 Park Row, New York.

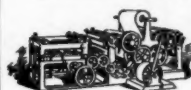
Hours of Work

in minutes of time!

Dollars of Return

for cents of outlay!

That's what it means if you are equipped with a



**"New Model"
Web**

and with a

**"Century"
Pony.**



We build both!

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

If a Friend Tried and True

tells you that a certain article is good, you are apt to buy that article because you have faith in your friend's judgment.



The Brooklyn Standard Union

goes into the best homes of Brooklyn as a friend of the families. Can you hatch up any sort of a reason as to why such a medium would not pay you, who want to make your goods popular with people who have money to spend and will spend it with you when they see your advertisement in their pet paper?

From Ocean
To Ocean

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . .
Advertisers know its value. Published every Thursday. Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

"New England's Family Paper."

THE PORTLAND TRANSCRIPT

A clean, progressive family paper, with an honorable record of sixty years and an intelligent clientele of

125,000 Readers

deserves the attention of every advertiser who wants to reach

The Right People

through a medium they respect and enjoy.

THE TRANSCRIPT prints over 23,000 papers each week. Its advertising rates are low and it covers Eastern New England as does no other newspaper.

TRANSCRIPT CO.,
Portland, Maine.

THE HOUSEKEEPER,

ESTABLISHED 1877.

Twenty Large Pages.

Twice a Month.

An important factor in the Home Life of more than 100,000 families. . . .

CIRCULATION GUARANTEED.

NO FREE LIST.

ONLY PAYING SUBSCRIBERS.

In making up your list of advertising mediums this Fall, it will pay you to include THE HOUSEKEEPER.

The Housekeeper Corporation, Minneapolis, Minn.

CHICAGO:
BOYCE BUILDING.
W. J. KENNEDY
in charge.

NEW YORK:
401-2-3 TEMPLE COURT.
C. E. ELLIS,
Manager

BOSTON:
64 FEDERAL ST.
E. R. GRAVES
in charge.

A Good Memory Often Saves Money.

Office of THE JACKSON QUICK PRINTING Co., }
WATERBURY, Conn., Sept. 11th, 1896. }

Printers Ink Jonson, New York:

DEAR SIR—We had the inclosed letter written and ready to mail, when we happened to remember the book you issued some time ago on the merits of your inks, compared with those of Jaenecke-Ullmann Co. If we remember rightly, you agreed to duplicate their inks at \$1.00 per pound, so we have decided to send this order to you to fill.

We inclose check for the amount, as we figure it, \$1.75.

Yours, etc.,

THE JACKSON QUICK PRINTING CO.

J.

(ORDER.)

THE JACKSON QUICK PRINTING Co., }
WATERBURY, Conn., Sept. 11th, 1896. }

Jaenecke-Ullmann Co., 536 Pearl Street, New York:

GENTLEMEN—Please send us immediately the following order: ½-lb. Silk Green, light, No. 2, at \$1.50; ½-lb. Chocolate Brown, at \$3.00; 4 ozs. Blue Copying Ink, at \$5.00; ½-lb. Mahogany Brown, at \$2.00. Ship immediately by express. Yours etc.,

THE JACKSON QUICK PRINTING CO.

J.

If the above order had been sent to the Jaenecke-Ullmann Co. it would cost \$4.50, but they could pay for it any time within six months.

To secure my inks they had to plank down the cash; but by so doing they saved over SIXTY per cent. This shows that a cash dollar can do much more work than a credit dollar. A dollar spent with me can buy more ink than three dollars spent with my competitors, but you must send the dollar in advance. I am glad to match any job ink under the sun for 25 cents a ¼-lb. can, with the exception of Carmines, Bronze Reds and Fine Purples, for which I charge 50 cents a ¼-lb. can. My News Ink cannot be beaten, and is sold at six cents a pound in 25-lb. kegs and four cents a pound in 50-lb. barrels.

Send for my price list. Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

YOU DON'T NEED

A MAGNIFYING GLASS TO ASCERTAIN
THE COUNTRY COVERED BY

The Salt Lake Tribune

JUST REFER TO THE MAP. : : : : ONE PAPER FOR SIX STATES.

Covers an area of 629,019 square miles, or more than
nine times the area of all the New England States.



*The Leading Newspaper
of San Francisco*
CIRCULATION _____ STANDING _____

THE RAND-MCNALLY TRAVELERS' HAND BOOK for August, 1896, states
that the leading newspaper in San Francisco is the

**San Francisco
Chronicle**

*Referring to this Hand Book,
PRINTERS' INK
of August 26th, 1896, says:*

"The interesting feature of this department, that has led to this reference to it, is a designation of the leading papers in a majority of the towns described. The information seems to have been compiled with some care, and a portion of it is here reproduced as of considerable interest to advertisers."

This article can be found on page 36 of the issue of PRINTERS' INK for August 26th. Advertisers who wish to place business upon the Pacific Coast will do well to look this up, as the evidence is there given that the SAN FRANCISCO CHRONICLE is the leading paper published in San Francisco.

MR. GEO. P. ROWELL, the Napoleon of advertising, has stated editorially and by word of mouth that the SAN FRANCISCO CHRONICLE is the best conducted newspaper published in San Francisco.

NEW YORK OFFICE: 213 TEMPLE COURT.

CHAS. J. BROOKS, Eastern Manager.

The Evening Wisconsin.

FORTY-NINTH YEAR. MILWAUKEE, AUGUST 19, 1896. THREE CENTS.

[The Fourth Estate.]

AN AMERICAN TYPE.

THE MILWAUKEE WISCONSIN, A
GREAT NEWSPAPER OF
THE NORTHWEST.

ONE OF THE BEST EVENING JOURNALS IN THE WORLD—FIFTY YEARS' GLORIOUS HISTORY IN THE NORTHWEST—SPLENDIDLY MANAGED AND MODERNLY EQUIPPED—PAPER OF THE FIRESIDE AND THE BUSINESS OFFICE.

The Evening Wisconsin, of Milwaukee, has behind it almost fifty years of good works well done and before it an assured future of many more useful years. It is proud of its past and not fearful of its future.

Indeed The Evening Wisconsin has every ground for both pride and fearlessness. It is established in the homes of the best citizens of Milwaukee. It is close to the local hearth, not as an aid to starting the fires, but as the instructor, informer, amuser and comforter in the hours when the family is gathered together in the evening to talk over and read of the events of the day. The record of the paper is pre-eminently an honorable one. Sensationalism has no place in its record.

The development of the beautiful city of Milwaukee and the surrounding country owes much to The Evening Wisconsin, which has grafted in its growth a love of clean literature, pure politics and sound business methods. It has been a champion of the right and wears the laurel wreath of public appreciation.

The "power of the press" is nowhere better shown than in the history of Milwaukee and its Evening Wisconsin, a shining successful example for those who would emulate respectability in newspaper publishing.

The publishers believe in charging a fair price for their paper and not putting the principal burden of its publication upon the advertiser. The advertising rates are the same to foreign advertisers, and local purchasers of publicity. The rates are always maintained, with the natural result that there is not a constant commotion leading to abnormally low rates when the lowest taken are understood. Firmness in rates has been a characteristic of The Evening Wisconsin, and to this must be attributed much of its success and the appreciation of advertisers at home and abroad.

As The Evening Wisconsin has a tremendous daily circulation in Milwaukee, it is therefore of first importance as an advertising medium. It has a field of its own, and fills it.

It draws its constituency from the very best people of Milwaukee and adjoining territory, the buying class and controlling element in the community. The Evening Wisconsin is the only paper in Milwaukee that publishes daily sworn statements of circulation.

It may be said with truth that The Eve-

ning Wisconsin ranks with the best afternoon papers of the world.

It is one of the most enterprising newspapers in the west, yet so clean and wholesome in its presentation of news that it is pre-eminently a paper for the family circle as well as for the business office. To sum it up briefly, it is a typical prosperous American daily.

The Evening Wisconsin is and has been represented among advertisers in the east by Charles H. Eddy, whose office is at 10 Spruce street, New York.

PRINTING DEPARTMENT.

IT IS EQUIPPED WITH THE LATEST MATERIAL, FASTEST PRESSES, AND MOST SKILLFUL WORKMEN.

ORDERS FOR WORK NOT CONFINED TO THIS SECTION BUT RECEIVED FROM VARIOUS PARTS OF THE COUNTRY—CONTRACTS COVER MANY MILLIONS OF IMPRESSIONS.

Connected with The Evening Wisconsin is one of the largest Printing Offices in the country. More than one hundred thousand dollars are invested in the most modern Presses, latest styles of type, type-setting machines, bindery, stereotyping, etc., etc. The very fact of this department being so large has placed it in the position to demand the attention of large users of printing of every kind.

Our facilities are such that we readily handle orders running from ten millions to forty millions impressions, delivering the same on or before the specified time. We have printed editions of bound volumes for Universities, that have exceeded fifty thousand copies, have printed millions upon millions of educational documents for the Republican National Executive Committee, and are almost constantly printing great quantities of Railroad Folders and Maps in colors. We are at the present time completing one order for forty million labels in three colors, that required four car-loads of paper. From January first we have used \$5,000 worth of ink. The Catalogues of some of the largest manufacturing concerns in the West bear the imprint of The Evening Wisconsin.

Anything in the printing line is our specialty. Every job that is placed with us is given careful, painstaking attention, and from the moment the copy for the same is received until the completed work is finally delivered, it is under the watchful eye of a competent superintendent. Our proximity to the large paper mills of Wisconsin renders it possible for us to fill orders with very little delay. We have been in business so long that our reputation is known all over the Northwest.

We are prepared at any time to send a competent man to make estimates or take instructions where the amount of the work is sufficient to warrant it.

Helena....

The Capital City of the Treasure State is attracting the attention of the country as the solid city of the Northwest. The population of the town and suburbs is **25,000**. It is the financial, commercial and railroad center of all this growing region.

The Helena Independent

Possessing exclusive news franchises, is the only morning newspaper in the field. "The news first of all." THE HELENA INDEPENDENT, the oldest, the foremost, the most widely circulated, the most influential morning newspaper in Montana and the Great New Northwest. It is read in every prosperous Gold and Silver and Copper Mining Camp, by Stockman and Woolgrower and Ranchman. They are the people every wide-awake advertiser wishes to reach. Circulation tells.

The Weekly Independent, The great Family Journal, goes to **10,000** readers every Thursday.

SWORN CIRCULATION

6,400 Daily		6,600 Sunday
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38 Park Row, **H. D. LA COSTE,** Eastern Manager.

Have You Tried



Any one of the papers in Kansas City, except the one referred to below, and did you get results commensurate with the outlay? If not, try the

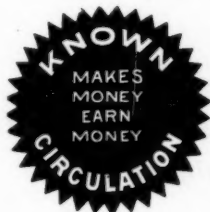
Kansas City World

And you will see the difference in returns at once. It is the paper best patronized by the business community of that city, and that alone bespeaks its merit and influence. Give it a trial, and you will find it is the

Best in the Field

Daily, exceeding 25,000
Sunday, " 25,000

L. V. ASHBAUGH, Business Manager.



A. FRANK RICHARDSON,

Tribune Building, New York,

Chamber of Commerce, Chicago,

Red Lion Court, Fleet Street, London.

*"We hold these truths
to be self-evident."*

That

1. *Good advertising pays.*
2. *That the newspaper that reaches
the home is a good medium;*

Hence

Use The St. Louis Star

when aiming for St. Louis pockets.

Leading Republican paper.

Leading Financial paper.

Leading Home paper.

 **FOR RATES** 

See EIKER, you know him.

*11 Tribune Building,
New York.*

THE NOVEMBER ISSUE

... OF ...

Farm News

will be extensively circulated
by the

REPUBLICAN NATIONAL COMMITTEE

as campaign literature. Its circulation will be enormous. No extra charge for new advertisements. Forms close October 15.

Address the Eastern or Western office.

... THE ...

Hosterman Publishing Co.

150 NASSAU ST.,
NEW YORK.

SPRINGFIELD,
OHIO.

When
you
do

Street Car Advertising

Place your appropriation in experienced hands. If it's worth doing at all it's worth doing right. Avoid amateurs, men in other lines who know nothing of the immense amount of detail necessary. Go to those who are in Street Car Advertising exclusively and who know how to properly handle it. There are others, but we are the largest at present.



GEO. KISSAM & CO.

253 Broadway,
New York.



PLEASANT
SURROUNDINGS. ❁❁❁

are those of the lady above and
the successful advertiser. You'll
find him in the ❁ ❁ ❁ ❁ ❁

STREET CARS. ❁❁❁

represented by an attractive and
interesting Card. Don't you
want things to be equally pleas-
ant? We can prepare the way.

GEO. KISSAM & CO.

253 Broadway,

New York.

The Kind of Advertising That Pays.

With an equipment and experience in the advertising business equaled by no other agency, we are prepared to execute orders for newspaper advertising, giving the utmost care to every detail involved, constantly watching our customers' interests, making suggestions from time to time to improve the service where it appears necessary, and working continually to make the advertising a success.

Under conditions like these advertising is made to yield its best results, and we solicit the patronage of clients who will appreciate this sort of service.

The Geo. P. Rowell Advertising Co.
10 Spruce St., New York.

WESTERN OFFICE:
"THE ROOKERY,"
CHICAGO.